

# David Webb Espiritu

Pavia, PH • +63 976 350 7045 • davidwebbespiritu@gmail.com  
davidwebbespiritu.pages.dev



Experienced professional with a versatile skill set spanning from media visual design, web/software development, API Integration and automation, system administration and networking, SEO, advertising, marketing, and e-commerce management. Currently focused on **Frappe Framework and ERPNext development**—delivering impactful solutions, optimizing systems, and driving results. Dedicated to growth and innovation.

## WORK EXPERIENCE

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### Linux Systems Administrator

November 2025 – Present

Mastiff Systems (IT Services & Solutions)

Remote - Full-Time

- Manage and configure critical self-hosted infrastructure including Zabbix monitoring, Tactical RMM, and other internal tools, ensuring system reliability, performance optimization, and seamless operational workflows across the organization.
- Spearheaded the development and implementation of ERPNext as the company's core business platform, leveraging Frappe Framework expertise to build custom modules for invoicing, HR management, and end-to-end business process automation.
- Pioneered the company's ERPNext and Frappe service offering, currently leading implementation and customization for the first client engagement, including requirements gathering, solution architecture, and hands-on deployment.
- Design and implement system integrations and automation workflows across multiple platforms, streamlining IT operations and reducing manual intervention through scripting and API-based solutions.

### Technical Consultant Practice Lead

March 2025 – September 2025

SERVIO Technologies (IT Services)

Remote - Full-Time

- Developed a custom payment gateway integration and aggregator using the Frappe Framework for a major client, allowing centralized transaction handling across multiple payment providers and streamlining financial operations.
- Led the technical consulting practice by balancing hands-on coding with strategic oversight, delivering custom ERP solutions, managing system integrations, and resolving complex technical issues to support client success.
- Delivered various development outputs including custom reports and a Commission Claim module, designed to handle specialized business logic and support real-world operational needs.
- Mentored developers and collaborated closely with functional consultants and CSMs, aligning technical work with client goals, boosting team productivity, and driving consistent delivery excellence.

### Customer Success Manager Lead

April 2024 – March 2025

- Developed and deployed a seamless integration between a third-party POS system and ERPNext, enabling real-time synchronization of orders and master data to improve operational efficiency and data consistency.
- Resolved critical system issues and deployment challenges by delivering targeted patches and practical workarounds, ensuring business continuity and minimal disruption for clients.

- Led client engagement and success strategies, ensuring tailored ERP implementations, process optimizations, and system integrations aligned with diverse business requirements.
- Mentored junior Customer Success Managers, elevated team performance, and streamlined support workflows, resulting in improved client satisfaction and stronger long-term partnerships.

### **Customer Success Manager**

**October 2023 – March 2024**

- Delivered end-to-end ERPNext solutions to support digital transformation and business growth. Worked closely with clients to customize and implement ERPNext systems, addressing both commercial objectives and technical requirements.
- Ensured seamless adoption through personalized support and tailored enhancements. Designed and developed custom features, optimized system performance, and resolved issues to align with evolving operational needs.
- Built strong client partnerships through reliable delivery and technical expertise. Provided strategic guidance and hands-on assistance, helping organizations maximize ERPNext capabilities and achieve long-term success.
- Acted as a trusted advisor during implementation and post-deployment. Troubleshoot complex challenges, recommended improvements, and guided clients through every stage of their ERP journey.

### **IT Manager/E-Commerce Manager**

**April 2022 – September 2023**

Surebiz Corporation (engages in multiple industries)

Iloilo - Full-Time

- Co-led the development and implementation of a new ERP system, streamlining business processes and improving operational efficiency. Continuously managed system updates, customization, and integration with other business-critical applications to ensure sustained value and alignment with evolving organizational needs.
- Led IT infrastructure upgrades and migrations, minimizing downtime and ensuring business continuity.
- Led the transition to cloud-based solutions, reducing infrastructure costs and increasing scalability.
- Demonstrated strong financial acumen by effectively managing IT budgets, identifying cost-saving opportunities and delivering projects within budget constraints.
- Established and maintained relationships with technology vendors, raising concerns, negotiating contracts and ensuring favorable terms.
- Executed multifaceted responsibilities based on my previous roles in the company.

### **E-Commerce Manager**

**August 2020 – May 2022**

- Continued and further developed the e-commerce operation.
- Developed pricing strategies by analyzing competitor pricing, market demand, and product positioning, leading to improved price competitiveness.
- Pioneered the strategic initiative to address the company's need for an independent e-commerce website to complement existing platform presence.
- Elevated the standard of product imagery on Lazada and Shopee platforms by spearheading the creation of high-quality, visually compelling product photos.

### **Social Media Manager**

**June 2019 – August 2020**

- Conceived, proposed, and executed the development of the company's e-commerce presence and operation from the ground up.
- Fostered an active online community by promptly engaging with comments, messages, and inquiries, enhancing customer satisfaction and fostering brand loyalty.

- Strategically allocated and managed ad budgets, while overseeing the performance of numerous Facebook ad campaigns. Achieved consistent campaign objectives, resulting in elevated click-through rates, conversion rates, and engagement metrics.

### Graphic Designer

March 2018 – June 2019

AltaMedia Advertising Services (a local start-up advertising agency)

Iloilo - Full-Time

- Created compelling layouts for print materials such as brochures, flyers and posters, as well as dynamic digital designs for web banners, social media graphics, logos etc.
- Employed psychology-based design strategies that effortlessly steer social media users, resulting in enriched interactions.
- Curated some viral social media posts that garnered substantial organic shares, likes, and comments, significantly broadening the post's exposure and lowering Ad cost.

### Junior Web Developer/Graphic Designer

March 2017 – January 2018

AG Web Services (a BPO web design and SEO agency)

Iloilo - Part Time/Full-Time

- Collaborated seamlessly with my seasoned senior developers, actively participating in the end-to-end creation of websites. Leveraged a strong grasp of development principles to enhance project outcomes and gain valuable mentorship in the process.
- Ensured peak website performance through meticulous maintenance and optimization, reducing loading times and increasing resource efficiency.
- Crafted a simple WordPress plugin, effectively tackling project-specific needs and generously shared it with the open-source community, amplifying its value and usability across future projects.

## EDUCATION

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### AMA Computer College, Iloilo & Bacolod Campus

Bachelor of Science – Computer Science

Undergraduate

## SKILLS & OTHER

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**Languages & Scripting:** Python, JavaScript, HTML/CSS, Jinja, SQL, Bash/Shell, PHP, VBScript, JSON, YAML, md

**Frameworks & Platforms:** Frappe, ERPNext, Node.js, WordPress, Qt, Ionic, Shopify, Bootstrap, Vue.js, Astro

**Architectures & Principles:** RESTful, OpenAPI

**Plugins & Libraries:** jQuery, Elementor, B2BKing, CAOS, WooCommerce, Yoast SEO, Pandas, Numpy, Request

**Databases:** PostgreSQL, MySQL/MariaDB, Redis, SQLite, Microsoft SQL, Microsoft Access, Qdrant

**Cloud & Hosting:** GCP, Cloudflare, Linode, Hostinger, Azure, AWS, Digital Ocean, Frappe Cloud, Vultr, Twilio, Elestio, PikaPods

**Infrastructure:** Windows, Ubuntu, AlmaLinux (or any Linux distro), WSL, VMware ESXi, VMware Workstation, VirtualBox, DirectAdmin, CPANEL, HPANEL, Web server(Nginx, Apache, Litespeed), Email Server, TrueNAS/Nextcloud

Server, VPN Server, DNS Server, Microservices Server, TP-Link Omada SDN, Comfast, Pfsense, DD-WRT, Tomato, Certbot, ProxMox, Keycloak, Mailcow, Zabbix, Tactical RMM,

**DevOps:** Docker, Kubernetes, GitHub Actions, npm, Pip, APT, Ansible, Chocolatey, Netdata, Nginx Proxy Manager, Traefik, Pi-hole, Comet Backup, DWService

**Developer Tools:** Visual Studio Code, Notepad++, Android Studio, Nano, Postman, Insomnia, Bruno, PuTTY, Git/GitHub, WinSCP, HeidiSQL, PowerToys, n8n, 7zip, Jenkins

**AI & Data:** DeepSeek, ChatGPT, Google Gemini, Ollama, LM Studio, Metabase, Claude

**Design & Creative Tools:** All Adobe Suite (Photoshop, Illustrator, etc.), SketchUp, Blender, Capcut, Figma, OBS

**Collaboration & Productivity:** Slack, Zoom, Microsoft Teams, WhatsApp, Viber, Google Workspace, Discord, Lark, HubSpot, Notion, Rambox, Trello, Zoho, Anydesk, Basecamp, Postiz, Peertube, Jitsi Meet, WorkAdventure, Basecamp, Fizzy

## REFERENCES

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Available upon request.